

Rep Order# 6815950 Ver# 1 Status New
EC'd No

Traffic Order# 769560

Printed: 05/16/2012 11:20 AM
Last Received: 05/16/2012 11:07 AM
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 551
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/551
Flight Dates 05/24/2012 - 05/31/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 945
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	9A-10A	FOX NWS SUNDAY	1 :30	\$50.00	05/27-05/27	1	1	1	\$50.00	
	2	F	10A-11A	MAURY POVICH	4 :30	\$50.00	05/25-05/25	1	1	1	\$50.00	
	3	TU	10A-11A	MAURY POVICH	4 :30	\$50.00	05/29-05/29	1	1	1	\$50.00	
	4	F	3P-4P	PEOPLE'S COURT	4 :30	\$50.00	05/25-05/25	1	1	1	\$50.00	
	5	TU	3P-4P	PEOPLE'S COURT	4 :30	\$50.00	05/29-05/29	1	1	1	\$50.00	
	6	TH	3P-4P	PEOPLE'S COURT	4 :30	\$50.00	05/31-05/31	1	1	1	\$50.00	
	7	TH	10P-11P	FOX-NEWS AT 10<	5 :30	\$175.00	05/24-05/24	1	1	1	\$175.00	
	8	M	10P-11P	FOX-NEWS AT 10<	5 :30	\$175.00	05/28-05/28	1	1	1	\$175.00	
	9	W	10P-11P	FOX-NEWS AT 10<	5 :30	\$175.00	05/30-05/30	1	1	1	\$175.00	
	10	F	11P-1130P	SEINFELD<	6 :30	\$60.00	05/25-05/25	1	1	1	\$60.00	
	11	TU	11P-1130P	SEINFELD<	6 :30	\$60.00	05/29-05/29	1	1	1	\$60.00	

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---REPORT TOTALS---

Report Totals: 11 / \$945.00

---SALES MONTHLY TOTALS---

May 12: 5 / \$385.00 Jun 12: 6 / \$560.00
Sales Totals: 11 / \$945.00
Station Totals: 11 / \$945.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$23,625

CATV 0%
WUPW 4%

WNGT 0%

WNUO 7%

WTOL 45%

WTVG 44%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE